



# BAM!

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## Director's Corner

Locusts, locusts, everywhere. They came in the thousands and consumed hundreds of hectares of Mali's crop and pasture lands. However, there is some good news, the country's main crop-growing area in the inland delta of the river Niger has been saved. The coordinator of the government's locust control campaign reported that the efforts of Mali and many partners had successfully managed to prevent the swarms of insects from invading the country's most prolific agricultural areas to the south of the 14th parallel. President Amadou Toumani Touré reiterated in his speeches during a recent tour of the country that Mali will not suffer famine during the coming year because its grain belt has so far been saved largely as a result of treatment and the development of less favorable ecological conditions.

USAID/Mali is proud to be the first bilateral donor to pledge money (one million dollars in July) for the fight against locusts. The Malian government has also done an outstanding job of coordinating donor assistance and mobilizing resources nationwide. The President, the Prime Minister, and Minister of Agriculture have carefully monitored the activities on a daily basis. The national Operations Center (fully funded by USAID) is staffed by the Malian military and oper-

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**GOATS RUN FROM LOCUSTS**—A goat herd runs away from a swarm of desert locust. Livestock are in competition with the insects for available grazing land.

Photo credit to FAO/G. Diana

## Locusts invade the Sahel

*US Mission in Bamako mobilizes to fight the plague*

**BAMAKO**—On September 24<sup>th</sup> Roger Winter, Deputy Assistant Administrator for USAID's Office of Foreign Disaster Assistance (OFDA) visited Mali in the course of a multi-country swing through the Sahel to assess the damage caused by the most virulent infestation of locusts the region has witnessed in 20 years. The same day, USAID/Mali Mission Director announced that the Mission had obligated \$500,000 on behalf of OFDA to help finance certain critical activities. The OFDA emergency assistance equipped the Operations Center for the crisis located in the Ministry of Agriculture with computers and other vitally needed supplies to help monitor the progress of the infestation and to coordinate actions in the field.

This donation comes on the heels of the receipt of \$50,000 from OFDA triggered by the US Ambassador's Disaster Declaration and which was used to support activities by the international PVO, Mali Nord to combat the infestation in the north of Mali. In August, the bilateral mission made a grant of \$1 million to

the Food and Agriculture Organization (FAO). USAID has been consistently out front in terms of calling attention to the severity of the crisis and in mobilizing vitally needed resources. As early as June, the mission provided the Ministry of Agriculture with two vehicles and vehicle mounted sprayers worth \$100,000.

The locust threat has now abated in Mali for this season and the swarms have migrated north to their winter habitat and breeding grounds. However, damage to crops and pasture means that there will be pockets of food insecurity in various parts of Mali in the coming months. The government plans to distribute 10,000 metric tons of cereals from the national Food Security account, as the President promised a rapid response to ensure there would be no famine in the country. This is not a nationwide disaster, but is acute in certain areas, specifically in 83 communes scattered across the country. The hardest hit areas are those which are traditionally vulnerable in times of food crisis.

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## USAID/Mali Mission Director Honored by African Women in Bamako

**BAMAKO**— Pamela White, USAID/Mali Mission Director, was honored during the July 31 celebration of the International Day for African Women. This day was established by the United Nations in 1962 to mobilize actors, including decision makers at all levels, to ensure African women's effective participation and rights in all aspects of social and economic development. Each year, on July 31, this celebration is held throughout the African continent.

"Women's Roles in Reducing Maternal and Infant Mortality" was the theme for 2004. Pamela White received an award from the First Lady on behalf of the government of Mali, through the Ministry of Women Promotion, Children and Family in collaboration with the West Africa Regional Secretariat of the Pan-African Women's Organization based in Mali.

Ms. White was honored with this award in recognition of her passionate commitment to combating maternal and infant mortality in Mali. This is a great and a well deserved recognition of the Mission Director. She has been a fervent advocate for improving the life of women and children through all USAID programs in Mali. Thanks to her support, USAID/Mali enjoys an exceptional reputation with respect to mainstreaming gender in all its development programs.—

*Korotoumou Konfe, USAID*



**GETTING HER DUES**—Pam White proudly displays her diploma of appreciation for admirers, which she had just received from Mali's First Lady to her right.

*(Continued from page 1)*

ates 18 hours a day, seven days a week.

Libya, Morocco, Tunisia, Algeria, South Africa, Canada, Holland, France, Norway, England, Japan and Germany have all contributed. The FAO, EU, UNDP, and World Bank also helped in the effort.

Impressively, each parliamentarian gave US\$ 200 to the cause, and each Minister donated one month's salary. Twelve Ministers were dispatched around the country so they could give hands-on reports back to the Prime Minister and demonstrate the high priority the President gave to this fight. As the chief FAO logistician stated, "I have never seen such an impressive operation in my 21 years working on these kinds of crises. The teamwork has been unbelievable." Although we are now at the tail end of

the current crisis, we are busy preparing for the locusts' return, probably in June of next year.

USAID/Mali's GDA with the Schaffer sugar company may soon reap huge rewards. The final Sugar Round Table for potential investors to commit funds toward the building of the 216 million dollar factory was held in September in Bamako. Many came forward with pledges. The construction of the factory should start in late 2005, early 2006. The Schaffer people stated publicly that without USAID's early commitment, they could not have achieved such impressive results.

Over a year ago, USAID/Mali sponsored the first meeting held between a West Africa Minister (Mali's Minister of Commerce) and the US Cotton Council. It

opened many doors. In July, eight ministers from the "big four" cotton producing countries completed a productive trip to the States where they visited with cotton producers, textile manufacturers, and high US government officials.

In October, a group of nine Americans, mostly USG employees visited Mali, Benin and Chad in preparation for the final exchange visit to West Africa in December of numerous US citizens representing all facets of the cotton industry.

Stay safe and locust free!

*Pamela White  
Mission Director*



## Demystifying Leadership in the Public Sphere: Increasing Women's Participation

**NIAFUNKE**—For many generations, women were confined to their traditional roles as life givers and care takers. Their participation in the decision making process has been limited to minimal consultations. As goes the old Bambara saying, “*ce ba koro be na k'a turu kala kelen do*” – every single man has a braid under his hat. This means that a man always consults his wife before making any public decision. In other words, a woman's participation in the decision-making process is behind the scene.

USAID/Mali, through its Democratic Governance Strategic Objective, is funding a program to increase rural women's participation in the local level decision making process. The program is undertaking a series of training activities, targeting women's groups within 16 communes in four of the eight administrative regions of Mali. The main goal is to enhance women's leadership capacities and skills through civic education, business management, negotiation, advocacy/lobbying, public speaking, conflict prevention and resolution techniques. The program has contributed to increasing women's participation in the electoral



**LEARNING ABOUT WOMEN'S RIGHTS**—Sharing booklet on elections for women candidates with members of the multifunctional cooperative of Gombatou.

To many of the women who participated in the training program, the traditional chain of decision making was broken. Holding leadership positions in the public sphere is no longer assigned solely to men. The training provided opportunities for women to raise their awareness and increase their self-confidence and self esteem. They have realized that they can participate in the common political game as well.

Sirantou Bocoum is a 60-year old widow who lives in Djenné, an urban commune located in the Mopti region. Sirantou is a native of Djenné where people, as in many other rural communities, are still deeply rooted in their traditional beliefs. Both men and women believe that women are not meant to lead.

“I was delighted to know that I have been elected as a communal councilor,” stated Sirantou. “In this culture people believe that a woman is not meant to be a leader,” she continued “but I am confident in myself, and my leadership capacities. My victory was not a mere surprise,” she concluded.

These women are also getting interested in joining the management bodies of the locally based organizations in the public sphere. To quote the president of a woman's association in Gombatou, Nia-

funké: “before the training we were living in the darkness of ignorance. Now, we have gained lots of knowledge and information. We will now use our veils as belts to fasten ourselves and participate more in the management of our community development activities.”—*Kadi Dienta, USAID*

### Nobel Peace Prize: the first African Woman to make it!



Wangari Maathai, the 64-year old Kenyan human rights and environmental activist, and winner of the 2004 Nobel Peace Prize, is the first African woman and environmentalist to be

awarded the prestigious prize since it was first handed out in 1901.

A Kenyan MP and Assistant Minister for Environment since 2003, Maathai was honored for her contribution to sustainable development, democracy and peace, core components of USAID's interventions in Africa and commitment to gender parity.—*Moussa Doumbia, USAID*



**NEW OFFICIAL**—Mrs. Sirantou Bocoum, a Councilor for Djenné is ready to lead.

process in the project zones. The number of women candidates was 318 in 2004 compared to only 85 in 1999. The number of communal council seats occupied by women increased from 22 seats in 1999 to 41 seats in 2004.

## Mali Mango Exports Enhanced Thanks to USAID

**BAMAKO**—Mango is a tree fruit. The tree, called in Latin “*Mangifera*”, originated in South Asia, but is currently found in all the tropical regions of the world. There are no reliable statistics about the Malian mango production potential. However, the export potential has been estimated at 30 to 40,000 metric tons (MT). The mango export season in Mali runs from March to end of July. It is estimated that the European market during this time window absorbs up to 50,000 MT while the



**SUCCULENT DELIGHT**—Mangoes from Mali ready for export.

annual consumption of mango in Europe is about 130,000 MT. The competition that Mali faces during that time period comes primarily from South Africa, Peru and Brazil (March to April). From May to June, the main competitors of Mali on the European market are Ivory Coast (particularly in the month of May), Puerto Rico, Costa Rica and other Latin-American countries.

Mali has been exporting mangoes to Europe since the late sixties. The French market has traditionally been the main target of Malian exporters. These exports were always made by plane until the early 90s when Mali started experimenting with exports by sea. The mango varieties with an export value are the Keitt, the Kent and the Amélie. These varieties are produced primarily in Bougouni, Sikasso, Koutiala, and Bamako areas.

The main constraints that the Malian mango sector faces include the poor organization of producers and exporters, inadequate understanding of export logistics and quality management to meet export markets' requirements, limited financial capacity of producers and exporters, the insubstantial cold-chain availability, and the small size, old age and low yields of the orchards. Given the limited technical assistance that mango producers and exporters have received in the past, Malian exports remained low and the revenues derived from the sector diminished.

In 2003, under its Accelerated Economic Growth Strategic Objective, USAID/Mali initiated a project to address these problems with TradeMali as the implementing partner. It is a follow-on to the *Centre Agro-Entreprise* project which started working on mango export in 2002. The overall objectives of the TradeMali project are to: a) improve the policy and institutional

environment for export trade; and b) increase the competitiveness of Malian enterprises. In the mango sector, these objectives were translated into more specific activities. Hence, over the past year, the foci of mango export promotion activities were to: a) develop expertise in the multi-modal container logistics through on-the-job training (road, rail, ship, air, conditioning standards, long distance shipping, pre-cooling facilities and techniques, hygiene and sanitation, perishable shipment, enforcement of WAEMU tariff for fruits imports towards Senegal); b) prepare investment documents for key infrastructural projects (fruits terminal and conditioning stations); build partnerships between growers and buyers, buyers-transporters, and buyers-importers; c) monitor and disseminate market prices; review and disseminate major policy frameworks (WAEMU, EuroGap, SPS); promote a Malian Mango Label; provide training in the implementation of contracts; strike-up joint-ventures with importers from Senegal and Ivory Coast; and organize workshops following the marketing season to assess the sector's strengths and weaknesses.

These activities resulted in an increase of mango exports from 700 MT in 2003 to 2,417 MT in 2004. A total of 1,486 MT were exported by boat through Senegal and Ivory Coast. Previous attempts by the Sikasso and Bamako zones' exporters to use sea freight channels had not been successful due to poor organization and management, and lack of expertise in the transport logistics networks. Sixteen exporters participated in the 2004 campaign, including six new entrants. The share of Malian mango exports to European markets other than France grew impressively. In 2004, Holland was the destination for 43 percent of exports while 3 percent went to Belgium. In 2003, 87 percent of Malian exports were to France. Diversifying export markets reduces the risks for Malian exporters. The analysis of the cost structure for air freight expeditions, and negotiation with the regional management of Air France resulted in a reduction of 100 CFA francs per kilo, which is substantial. The problem-solving activities implemented by TradeMali helped the supply chain actors improve their practices and management skills and resulted in an increase of the revenue for all the participants. The objective of the project is to double the 2004 export volume next year and to continue to foster economic development in the mango production zones of Mali.—  
*Amadou L. Camara, USAID.*

### ERRATUM

In the previous edition of BAM, **Criss Julliard**, who works with TradeMali, was incorrectly identified as the author of an article describing capacity building training for business service providers conducted by Mali Finance. **Mamadou Millogo**, Mali Finance Communication Specialist, was actually the author.

We apologize for this error and hope that it does not deter Mali Finance and Mr. Millogo from providing other sterling contributions to future issues of BAM!



# WHAT IS ALPI?

## *The **African Liaison Program Initiative** moving forward*

For five years, ALPI activities have improved institutional knowledge and increased trust and mutual understanding among African NGOs, U.S. PVOs and USAID missions. As the initiative moves forward, ALPI will build on previous dialogue, research and advocacy efforts while leveraging discussions and activities to strengthen partnership among these three stakeholders.

*ALPI's national focus means...*

*Greater relevance and specific outcomes such as:*

- Adopting monitoring and evaluation systems accountable to beneficiaries and donors to the same extent.
- Defining capacity strengthening activities that consider the needs and assets of NGOs, U.S. PVOs and USAID.
- Establishing regular communication channels to influence public policies of common interest.
- Expanding NGO and PVO input into USAID country strategy formulation.
- Adopting more equitable, effective, and mutually beneficial partnership models between NGOs, PVOs and USAID.

*National partners pave the way by setting the agenda and leading activities:*

- Country teams lead the decision-making process in goal setting, identifying activities, implementation, budget management, choosing discussion themes and research topics and conveying dialogues and evaluations.
- Stakeholders experience ownership of ALPI objectives by guiding priority identification processes and strategy formulation.
- Country teams establish tripartite partnership guidelines to frame their relationship.

*Leadership role in African NGOs will strengthen capacity and increase ownership:*

- African NGO serves as the country team's lead entity for financial and programmatic management.
- African NGOs experience increased participation in decision-making processes about development.

*ALPI to provide support funds to encourage innovative activities:*

- Lead African NGOs to receive technical support from other members of the team and ALPI.
- ALPI to provide financial support toward cost of country team management and activity execution.
- Best practices in tripartite partnership implementation to be captured and shared.
- Events in Washington, D.C. on topics that parallel activities in the field.

***"You cannot beat a drum with a single hand" (Bouloho kilyn tē diembé fōllah)**  
- Khasonké (Mali) proverb.*

ALPI seeks to strengthen tripartite partnership among African NGOs, U.S. PVOs and USAID to foster increased development effectiveness and strengthened advocacy efforts.

**In so doing, ALPI** will implement an active country team model in selected countries wherein partners will genuinely share the ALPI process and establish new partnership guidelines. In collaboration with ALPI country teams, and participants in other countries, ALPI will facilitate an exchange of information among stakeholders to enhance learning and collaboration. The ALPI process will also include joint advocacy efforts on ALPI themes or other issues of interest to participants.

**Mali** formed its ALPI Committee on September 23, 2004 including membership from CCA-ONG (the umbrella coordinating body for NGOs in Mali), three representatives from US PVOs, and three staff members from USAID. The Mali country team had its second meeting in October to comment on a *protocol d'accord* for Mali's ALPI program. On November 4th, another meeting is scheduled to brainstorm and discuss next steps for the ALPI *plan d'action*.

## Youth Project in Niger on Good Track

*Project brings hope and income to Maradi youth*

**MARADI, NIGER**— USAID's \$250,000 two-year Youth Project in Maradi, Niger, was launched one year ago with CARE-Niger and ANBEF, a local NGO, as the implementing partners. The project seeks to "to develop a network of young people with the right qualifications to forge and maintain viable civil society organizations deeply rooted in the Maradi urban community". The idea and the request for this project originated in Maradi itself where local authorities felt that there was a growing threat to civic stability as a result of high youth unemployment. The US Embassy was instrumental in securing funding for this activity.

Under the program, an initial batch of 66 young people (33 girls and 33 boys) have been trained in communication techniques, decentralization, management and marketing, community life, STI/HIV and malaria case management as well as in income generating activities ranging from tailoring, computer/office work, repair and maintenance of household appliances. On completion of the training sessions, all the youth were offered opportunities for apprenticeships while the luckiest ones were hired straight away.



**SHE'S GOT IT ALL SEWN UP**—Naafissa Moussa, now a qualified female tailor thanks to USAID-funded youth project.

- by the *Ténéré* private TV station;
- Editing of a monthly youth magazine;
- Award of several service contracts for social marketing of condoms, sanitation in the town, environmental education, polio prevention;
- Creation of two self-managed literacy centers and two sporting clubs for the Youth Project.

The project has restored hope in the youth of Maradi, now more enthusiastic than ever before for the project and their parents can foresee a brighter future for their children.

*my parents. In short, my life looks brighter now."*

Roughly, 70% of the participants are already making money to meet their own small needs. Some are even helping their parents financially. Not surprisingly, hundreds of young people have applied for the 60 seats available under the next phase of the project.

The Maradi Youth Project looks to be a surefire success story to inspire similar actions elsewhere.—*Abdrahamane Dicko, USAID*



**TOP DOGS**—The basketball team of the project ranked second in the Niger Basketball League barely one year after it was set up.

In just one year, the results achieved are outstanding in terms of their impact on the young people themselves as well as the wider population of Maradi. Activities and achievements the program are credited with include:

- Education and awareness raising talks held in the town by the youth on STI/HIV, decentralization, sanitation;
- Production of plays and sketches aired

Nafissa Moussa, who has just turned 20, is one of the project beneficiaries and she has this to say: *"I was desperate in life after my failures at school. Thanks to God and thanks to USAID, I have gained back hope. I have learned new skills I can share with my friends, parents, brothers and sisters. The biggest change in my life now thanks to the project is that I have now learned a new job to be a tailor, through which I can always make money to cater for my own needs and those of*

*(Continued from page 1)*

Historical evidence indicates that locust invasions are cyclical and multi-year; thus, the insects are expected to return next year in possibly even larger numbers. Continued vigilance and information exchange will be needed over the next several months into early spring when the extent of locust breeding in the countries north of Mali will become more evident.—*Mervyn Farroe, USAID and Carl L. Harris, OFDA.*

## Malian Religious Leaders Discuss Family Planning

**BAMAKO**—The population of Mali is more than 95% Muslim and consequently religious leaders play an important role in guiding public opinion with respect to key topics in health and social development. His Eminence Thierno Hady Bou-bacar THIAM is the leader of the Malian High Islamic High Council which is made up of 106 Islamic associations. Approximately 70 of the 106 associations are women's associations. Each mosque in Mali is managed by an imam (Muslim religious cleric) who also is the chief religious authority in his community. While the Christian community is considerably smaller in number, Christian leaders also play a key role in community mobilization around social and health issues. USAID/Mali currently sponsors activities aimed at religious leaders in three areas of health: family planning, immunization and HIV/AIDS through its partners Population Services International, the POLICY Project and the *Assistance Technique Nationale* Project.

As a first step, in the area of family planning, USAID sponsored a study tour visit to Morocco in 2001 by a group of prominent Muslim leaders. Upon their return to Mali, these leaders joined together to continue working on publicizing the need for improved birth spacing in Malian families. The principal activity following this visit has been the development by a group of male and female religious leaders from the Malian Islamic High Council and UNAFEM (a prominent Malian Muslim women's association) of a PowerPoint presentation in Arabic and French. This presentation is based on another secular family planning advocacy

model used by POLICY Project (the RAPID model) but incorporates teachings from the sacred *Qu'ran* and *Hadith/Sunna* traditions to provide evidence of Islam's inherent support of the concepts of birth spacing and the use of family planning. The primary message religious leaders delivered through their presentation is that Islam is a religion that promotes *quality* of life and that if a good quality of life cannot be assured, it is a Muslim family's duty to limit family size to the number of children it can comfortably support. Beginning in late 2004 this presentation will be used in advocacy sessions with other religious leaders to promote family planning as a means to improve maternal and child health.

In the area of immunization, two workshops were recently held for religious leaders to introduce the upcoming National Immunization Days and to counteract rumors (especially prevalent in other parts of West Africa such as Nigeria) that the vaccines used might be harmful to the children receiving them. In addition, a number of Malian religious leaders attended a regional conference on immunization and religion held in Dakar during the month of October, 2004.

In the area of HIV/AIDS more than 100 imams and numerous female Muslim community leaders have received training in HIV prevention and education. At the same time, specially adapted HIV prevention messages have been developed through technical assistance to the imams and subsequently incorporated into Friday sermons. Since 2003 these messages have been transmitted in more



**IMAN OF DJENNE**— One of the most outspoken clerics in the country.

than 140 mosques touching over 450,000 people. In 2005, a comprehensive review of the messages and their acceptability will be carried out with religious leaders. Leaders from key NGOs have also been trained in presentation techniques and have made presentations to high government officials as well as leaders from high HIV prevalence areas in Mali.

The experience of working with religious leaders has thus far been very positive. Some lessons learned include:

- Technical capacity building is important: many religious leaders are eager to promote safe health messages but lack capacity in message development and presentation; training in these areas should be routinely provided.
- Administrative capacity also needs to be supported: religious leaders and NGOs often lack administrative capacity in project development and finan-

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## USAID Backs Behavior Change Communication through Population Media Center

**BAMAKO**— USAID/Mali awarded a two-year grant to Population Media Center (PMC) to implement a behavior change communication project covering Mali, Burkina Faso and Côte d'Ivoire. The West African Regional Program is also contributing funds to this \$1.3 million activity. Using a radio soap opera format to sensitize target groups against the danger of child exploitation and trafficking and related issues such as poverty reduction, education, women's issues, reproductive health, etc., PMC will soon be broadcasting a 144-episode radio serial drama in the Bambara language via

about 50 local radio stations in Mali, 50 in Burkina Faso and 25 in Côte d'Ivoire. PMC utilizes a specific methodology of behavior-change communications developed by Miguel Sabido of Mexico, in which characters in long-running soap operas evolve to become role models for adoption of health and social development goals. It is based on formative research which, for the three participating countries under this project, was conducted during the first six months of the project. The results of the research were disseminated during the first day of a 3-week workshop which took place in Ba-

mako in May 2004 to train Malian writers and producers on the Sabido methodology. The selected writers and producers have already completed 30 episodes and the soap opera entitled *Cesiri Tono* ("the Rewards of Courage and Hard Work" in Bambara) will soon be on the air with a background music by Mali's *Ensemble Instrumental National*.

In August and September, radio broadcasters were trained in the WorldSpace technology which will be used to disseminate the soap opera to all local radio partners.— *Martine Keïta, USAID*



## USAID and GOM Sign Multi-million Dollar SOAG Amendments

**BAMAKO**—On August 13, 2004, the USG, through the USAID/Mali Mission, and the Government of Mali, through the Ministry of Foreign Affairs and International Cooperation, signed amendments to five Strategic Objective Agreement Grants (SOAGs) in various key areas.

Under the amended SOAGs, USAID provided incremental funding totaling \$39 million. Areas covered by the SOAG amendments are: High Impact Health services (\$10,750,000); Improved Quality of Basic Education (\$6,685,000); Shared Governance through Decentralization (\$4,356,000); Accelerated Economic Growth (\$14,291,359) and Communications for Development (\$2,905,000).

In addition to the funds obligated under each of the amended Grants which are intended to boost the economy and de-

velopment perspectives, other noteworthy occurrences in FY04 included:

- Mali's selection as a country eligible for the Millennium Challenge Account resources;
- The successful (cotton) trip to the USA by Mali's Ministers of Trade and Industry, and Investment to discuss cotton production, marketing and processing issues;
- The Malian government's commitment to exploring the potential for biotechnology to increase agricultural production potentials and improve the livelihood of rural populations;
- The allocation to Mali of \$64 million under the Global Fund to address the HIV/AIDS pandemic and tuberculosis.—*Moussa Doumbia, USAID*

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cial management; again, training in these areas is called for.

- Financial assistance helps get the message out: small grants should be made available to religious organizations in order for them to take control of their own advocacy activities.
- Message development is not enough: advocacy efforts should have clear objectives and well-defined deliverables.
- The religious community provides a natural audience: religious leaders can play an important role in message dissemination whether or not they do this in the context of a project.
- Success is difficult without ownership: religious leaders should be allowed and encouraged to propose their own ideas for message content and dissemination strategies. —*Christine Sow, USAID.*

## Some More CLICs Launched Across the Country!

**KIDAL**—By the end of July 2004, twelve Community Learning and Information Centers (CLICs) had been inaugurated across Mali and are now fully operational. The CLIC project is a USAID/Mali funded initiative that runs from 2003 to 2005.

AED (Academy for Educational Development) was awarded the Mali CLIC Project for a period of two years from May 2003 - May 2005 and is implementing it in partnership with INAGEF, an independent Malian organization.

The previous issue of BAM! (July, 2004) announced the inaugurations of three CLICs (Bougouni, Kadiolo and Segou). Since then CLICs have been opened in



**KIDAL CLIC OPENS**—US Ambassador, Vickie Huddleston and the Governor of Kidal cut the ribbon to launch the CLIC.

such diverse locales as Kidal, Kangaba, Gao, Bandiagara, Mopti, Djenné, Macina, Bougoula, and Ouelessebougu.

Each CLIC is hosted by a local organization, selected on the basis of its capacity and commitment to make the CLIC available to the entire community, and also its ability to effectively manage the CLIC. Each CLIC is always expected to gather and create local content in digital formats and to share this content with the other CLICs and with other organizations throughout Mali.

No matter where the CLICs are hosted, they have the same type of equipment (PCs, printer, TV/VCR, a DVD reader, DAZZLE to transform the VHS images into VCD or DVD, digital camera, climate control devices, and telephone lines where available) — *Martine Keita, USAID.*

## USAID/Mali

***“Reducing poverty and accelerating economic growth through partnerships.”***

**Pamela White**, Mission Director  
**Kevin Mullally**, Deputy Director  
**Mervyn Farroe**, Program Officer  
**Steve Cowper**, Executive Officer  
**Latanya Mapp**, Project Development Officer  
**Kathy Body**, Controller

**Team Leaders**  
**Ann Hirschey**, Health  
**Jo Allen Lesser**, Education  
**Hannah Baldwin**, Democratic Governance  
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